


**Remarks**

Claims 1 - 24 are pending in this application.

The BRIEF DESCRIPTION OF THE DRAWINGS section of the pending application has been rewritten to agree with the DETAILED DESCRIPTION and the drawings submitted at the time of filing. A page follows which contains a Version With Markings To Show Changes Made. No new matter has been added.

Consideration and favorable action is respectfully solicited.

Respectfully Submitted,

  
Robert E. Slenker  
Registration No. 45,112  
ARMSTRONG TEASDALE LLP  
One Metropolitan Square, Suite 2600  
St. Louis, Missouri 63102-2740  
(314) 621-5070

**Version With Markings To Show Changes Made**

At Page 2, Lines 9 and 10, please delete "block diagram of an exemplary embodiment of a web-based global modeling architecture" and insert therefor --flow chart illustrating process steps for generating a multi-dimensional structure of customer data--.

At Page 2, Lines 11 and 12, please delete "an exemplary embodiment of a targeting engine" and insert therefor --a system--.

At Page 2, Lines 13 and 14, please delete "an exemplary graphical user interface for pre-selecting mailing criteria" and insert therefor --a block diagram of a network based system--.

At Page 2, Lines 15 and 16, please delete "an exemplary user interface for the input of marketing criteria" and insert therefor --a data diagram of a relational database--.

At Page 2, Line 17, please delete "an exemplary user interface for selection of structures;" and insert therefor --a graphical user interface for entering marketing criteria; and--

At Page 2, Line 18, please delete "an exemplary user interface for selection of campaigns;" and insert therefor --a graphical user interface showing structures built from a database.--

At Page 2, Lines 19 through 22, please delete "Figure 7 is an exemplary user interface for creation of a selection table;

Figure 8 is an exemplary user interface for a gains chart; and

Figure 9 is a data diagram of a database used for modeling showing multiple dimensioned data."